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# Farm Broadcasters Letter

United States Department of Agriculture Office of Information Radio-Television Division Washington D.C. 20250 (202) 447-4330

Letter No. 2416

June 9, 1989

CHINA TURMOIL -- The turmoil in China has many people apprehensive about the impact on U.S. agricultural exports. Both President George Bush and Secretary of Agriculture Clayton Yeutter have said there will be no limitations placed on food exports to China. Internally, China has had substantial increases in food prices, says Acting Assistant Secretary of Agriculture for Economics Leo Mayer. Food prices have gone up 30 to 40 percent in major Chinese cities over the last 18 months. Food is an enormous problem for China and rising food prices are something that may account for a lot of the political instability, he said.

MILK SHORTAGES? Some people are predicting possible milk shortages before the end of the year. However, USDA Economist Sara Short says USDA does not foresee major shortages for the United States this year. "There may be areas around the country that could experience some temporary declines in their milk production because they're running out of quality forage," she said. "But, we don't expect any drastic milk shortages." Short said a strong international demand for non-fat dry milk has caused increased competition for available milk. As a result, manufacturers are bidding up farm milk prices. This is particularly true between butter/powdered milk and cheese. Contact: Sara Short (202) 786-1770.

TREATING RURAL ECONOMIC ILLS -- Faced with continuing migration of people from the countryside to cities, both the United States and European Community are seeking ways to maintain economic vitality of their rural communities. USDA economist Ken Deavers and USDA political scientist Dick Long, who have studied this problem say: "Unfortunately, rural areas in the United States and Western Europe have lost some of their most important economic mainstays. Without them, rural areas are the victims of inherent economic disadvantages." Contact: Deavers and Long on (202) 786-1530.

FOUR NAMED TO SCIENCE HALL OF FAME -- Four retired USDA scientists were inducted June 6 into the Hall of Fame of USDA's Agricultural Research Service. They are: Theodore O. Diener, who made scientific history when he discovered viroids; Douglas R. Dewey, internationally acclaimed for his research to improve forage grasses; Karl Norris, who conceived and developed a new field of instrument technology using infrared to evaluate the quality of ag products; and John F. Sullivan, who has been a major force in advancing food processing and storage technologies. Contact: Evelyn Baumann (301) 436-8100.

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WILES HONORED -- Missouri Governor John Ashcroft (center) recently honored Mike Wiles (right), farm director at KTTS, Springfield, Mo., for his support of the Agri-Missouri program which promotes agricultural products produced in the State. Ashcroft made the presentation at the recent South-Central NAFB meeting. Missouri Agriculture Director Charles Kruse is at the left. (Photo by Curt Lancaster)

SOIL & WATER MEETING -- The Soil & Water Conservation Society will hold its 44th annual meeting, "Making Conservation Happen, Together," July 30 - Aug. 2 in Edmonton, Alberta. The program will provide many new story ideas, background information, prevailing conservation issues, and hard news, according to Max Schnepf, editor of the society. Contact: Schnepf at (515) 289-2331.

WHAT TO DO FOR BEE STINGS -- Reach for the table salt. Don't throw it over your shoulder. Instead, wet the salt and put it on the bee sting. "No kidding," says Bob Evans, University of Georgia Extension Service insect specialist. "It's one of the best things you can go to take the pain out of a bee or yellow jacket or wasp sting. It works by osmosis." Osmotic pressure draws the bee venom into the salt before the tissue can absorb it. Contact: Dan Rahn (912) 681-5637.

WESTERN TEEN CONFERENCE -- Teens from 10 Western states will meet at the ninth annual Western Regional 4-H Leadership Conference on Teens, June 18 - 23 at Stateline, Nev. During the conference, teens will practice leadership skills and strengthen their personal self-esteem. The conference is hosted by Nevada 4-H, the youth education program of Nevada Cooperative Extension and UNR's College of Agriculture. Contact: Dave Barber (702) 784-6731.

BASIC MECHANISMS OF FARM POLICY -- A complete list of farm policy terms and mechanisms can appear overwhelming to anyone unfamiliar with the history of U.S. agricultural legislation. But USDA's Economic Research Service is coming to the rescue with a series of booklets. Part one of "The Basic Mechanisms of U.S. Farm Policy," which explains how target, loan and deficiency work, is now off press. For a free media review copy call: Marci Hilt (202) 447-6445. Media only, please.

FARM TEEN HEARING LOSSES -- Teenagers who work on farms are much more likely than others to develop a hearing loss. Why? Apparently because they spend so much time around noisy machinery such as tractors and combines, according to Wisconsin scientists. Audiologists and other scientists at the Marshfield Clinic and the National Farm Medicine Center in Marshfield, Wisc., interviewed and tested 872 teen vo-ag students. The rate of hearing loss was about twice as high in the students who spent a lot of time working on a farm, as compared with those who didn't. Contact: Steven Broste (715) 387-9140.

FROM OUR RADIO SERVICE

AGRICULTURE USA #1670 -- West Virginia is working on some innovative programs to expand their rural economy. Brenda Curtis talks with two experts at West Virginia University about some unusual programs and tips on making money off your land. (Weekly 13-1/2 min. documentary)

AGRITAPE #1659 -- USDA news highlights; more haying and grazing on CRP acreage; alar sales stop; record 1989 meat production; a new study on young farm workers and their hearing. (Weekly reel of news features)

CONSUMER TIME #1152 -- No more alar? Herbs are everywhere; door to door scams; collegiate 4-H clubs; many happy returns. (Weekly reel of 2-1/2 - 3 min. features)

USDA RADIO NEWSLINE -- Fri., June 16, milk production report; cattle on feed; U.S. tobacco outlook; Tues., June 20, weekly weather and crop outlook; ag. outlook report; Wed., June 21, catfish report, land values report.

DIAL THE USDA RADIO NEWSLINE (202) 488-8358 or 8359. Material changed at 5 p.m. EDT each working day.

FROM OUR TELEVISION NEWS SERVICE

AGRICULTURAL UPDATE and USDA NEWS SERVICE are available on satellite Westar IV, audio 6.2 or 6.8:

THURSDAY . . . . 7:30-7:45 p.m., EDT, Transponder 12D

SATURDAY . . . . 10:30-11:15 a.m., EDT, Transponder 10D

MONDAY . . . . 8:30-9:15 a.m., EDT, Transponder 12D  
(Repeat of Saturday transmission)

OFF MIKE

LISTENERS...respond to ag broadcasting. Jayne Maclean (USDA National Agriculture Library, Beltsville, Md.) says she received many calls from people who heard her on a recent "Agriculture USA" program, produced by our Pat O'Leary, describing the Low Input Sustainable Agriculture (LISA) information center at the Library. She says there is real interest in LISA. Maclean's number is (301) 344-3704. ROUGH...start is the way Stewart Doan (Agri Radio Net, Little Rock, Ark.) describes the growing season. Says April was one of the driest on record, while May was one of the wettest. Some cotton producers in his area have replanted several times because of excess moisture. So much rain that many crops are not in any better condition than at this time last year during the drought.

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POSITIVE...activity in the fields is reported by Bob Bosold (WAXX, Eau Claire, Wisc.). Recent rain has increased topsoil moisture motivating producers and seed sales, but summer rains will be essential because subsoil remains dry.

IF...you haven't attended an NAFB regional meeting your last chance this year is June 29-July 1 in Sioux City, Iowa. North central region V.P. Doug Cooper (KWMT/KKEZ, Fort Dodge, Iowa) says opening night features a '50s & '60s theme. Business meeting includes presentations about the association and its plans by President Mark Vail (Kansas Agriculture Network, Topeka) and NAFB executive director Roger Olson. They have given their talk at each regional meeting this year. Our congratulations for that effort, and this final presentation of the Mark & Roger road show should be another sparkling affair. It's good usable info. Hope to see you there.

*Vic Powell*

VIC POWELL, Chief, Radio & Television Division